

Game Changers Coalition

Equipping young girls with the 21st century skills they need and want

- Presentation planned on June 26th with “Women in Digital” **European Commission Coordination network**

June 2025



Game Changers Coalition: Framework and pillars

GAME CHANGERS
COALITION

3 unique pillars of work that address for the UNMET NEEDS OF THE GAMING INDUSTRY and take advantage of the STRENGTHS OF UNICEF

1

Build her foundation

STEAM SKILL
BUILDING
THROUGH VIDEO
GAMES

INNOVATIVE
STEAM
CURRICULUM

Goal to reach 12 Million girls
in 30 countries and sustain the
change with teachers, parents, boys &
national Governments

2

Build the game

RESEARCH
& ADVOCACY

GLOBAL
GAME JAMS
(Co-creation
with girls)

Girls empowered to grow from
consumers to creators
& companies leading the Tech industry
transformation

3

Build the global network

ACCESS
TO THE GAMING &
TECH INDUSTRY
(Mentorships, Internships
& Jobs)

THOUGHT
LEADERSHIP

A Network of opportunities from playing to
learning to earning & for Game Changer
companies to convene & shape the Global
Industry

Pilot Phase:
Impact to date & scale trajectory

3,000 Games created
48H Game Jams
+10 Hackathons

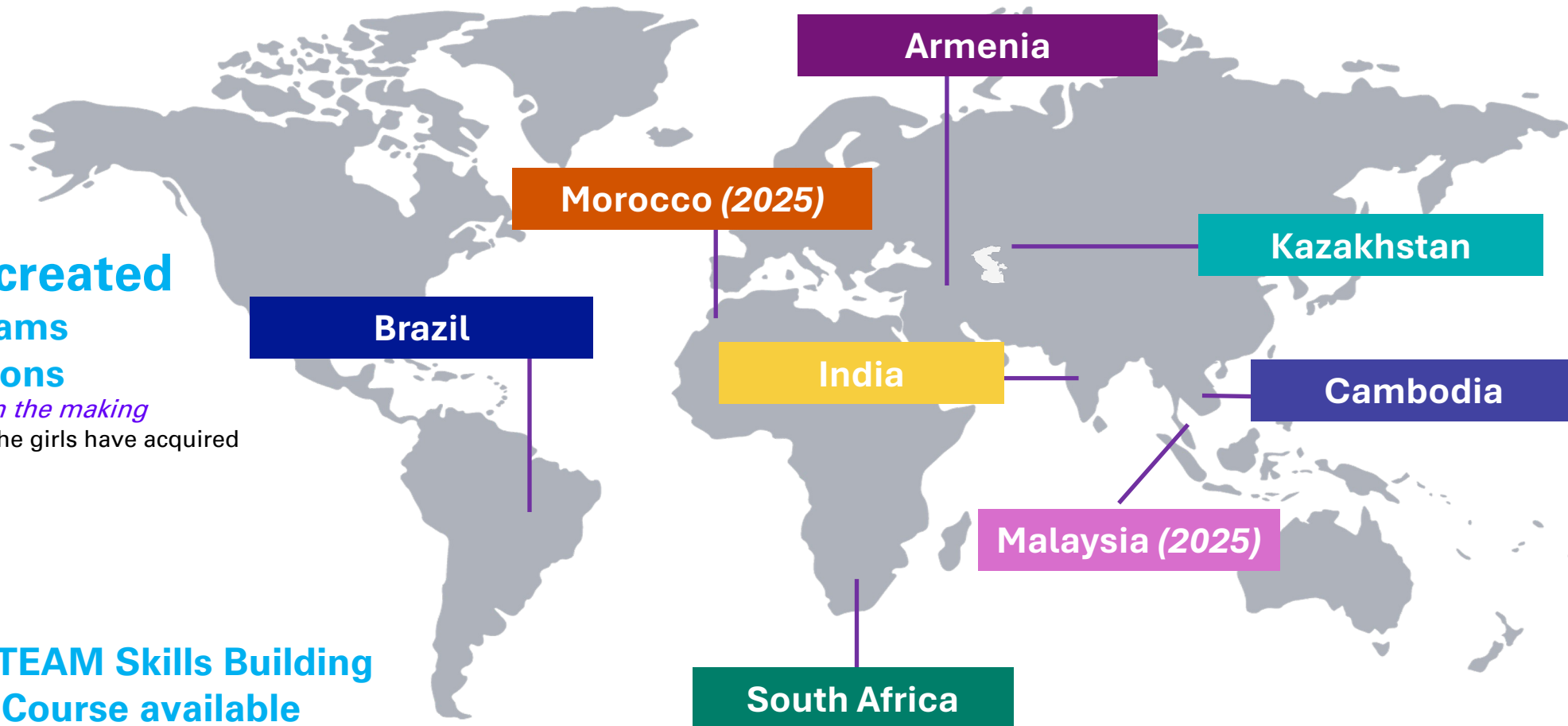
2025 Global Game Jam in the making

Demonstrating the knowledge that the girls have acquired

100 Hours/girl of STEAM Skills Building
STEAM Online Course available
40% Retention rate increase

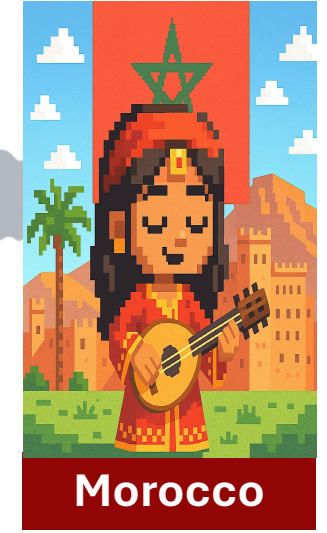
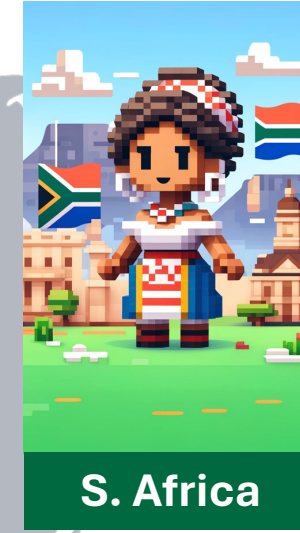
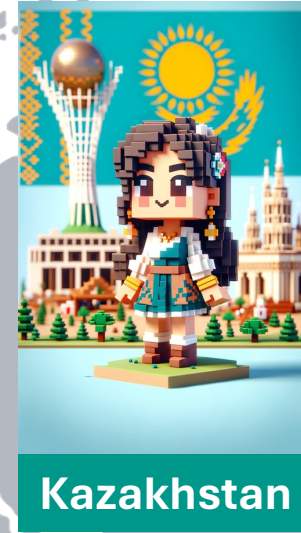
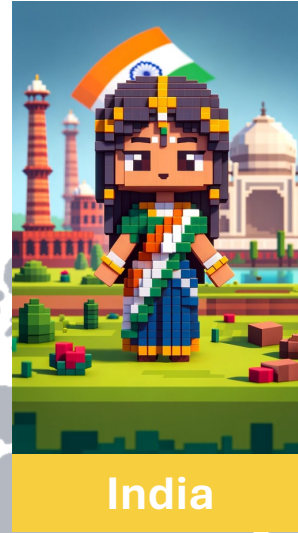
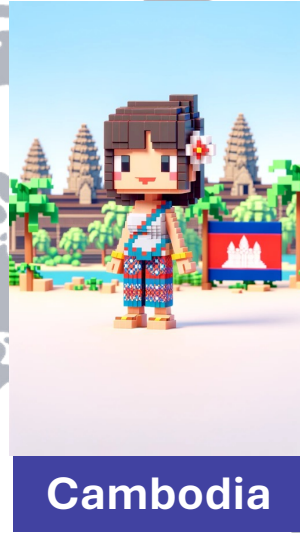
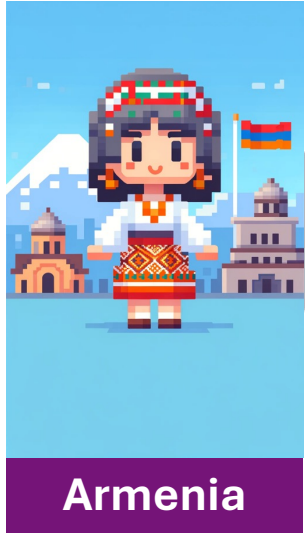
2025 Online Course distributed to further expand GCC globally

For girls to learn math, coding, design, storytelling, teamwork, etc.



Pilot Results:

3000 Video Games created by Girls around the world



3

3 New National
Game Changers
Innovation
Centers
Hiring GCC girls
from learning to
earning

1

1 Partnership
with BMW
Brazil to scale
the curriculum
in 4 regions

2M

93000 teachers
reached with
GCC integrated
into national
curriculum to
serve 2M girls &
boys

6
months

Behavioral
Insights
interventions
with parents to
change
stereotypes at
home

17

National scale
achieved
17 regional IT
hubs trained +
1 Video Game
DPG
on GitHub

1

1 Online class
tested and
connectivity
mitigation to
reach the most
vulnerable
groups

1.5
K

Partnership
with Ministry
of Youth to
implement
GCC in 1500
Youth Centers
nationally


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MORE MODULES

ACHIEVEMENTS - PROGRAMMATIC (Nov 2024 - Jun 2025)



Kazakhstan

New modules

New modules 

Accessibility in Games

“Level Up” online game development course in partnership with KBTU



ACHIEVEMENTS - PROGRAMMATIC (Nov 2024 - Jun 2025)



Malaysia



Partnership
with Malaysia Digital Economy
Corporation (MDEC)
Digital Ninjas programme,
Game Jam in July
Micron Foundation Joins GCC



DIGITAL NINJA

PROGRAMME

MDEC
#mydigitalmaker
Be a Dreamer. Be a Maker.

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NATIONAL SCALE UP & CURRICULUM INTEGRATION



សេចក្តីជូនដំណឹង

ការជ្រើសរើសកុមារី ចូលរួមកម្មវិធីប្រកួតប្រជែងកម្រិតអន្តរជាតិ
កម្មវិធីអប់រំបង្កើតហ្គេម (VIRTUAL GLOBAL GAME JAM)

កម្មវិធីអប់រំបង្កើតហ្គេម តាមប្រព័ន្ធអនឡាញ គឺជាកម្មវិធីដែល
ផ្ដោតសំខាន់ទៅលើការកាត់បន្ថយគម្លាតសមត្ថភាពឌីជីថល
របស់កុមារី និងយុវតីកម្ពុជា តាមរយៈការច្នៃប្រឌិត ភាពប៉ិន
ប្រសប់ និងស្វ័យភាពក្នុងការអភិវឌ្ឍហ្គេមដើម្បីដោះស្រាយ
បញ្ហាក្នុងសហគមន៍។

ផុតកំណត់ទទួលពាក្យ ៖
ថ្ងៃទី៣១ ខែកក្កដា ឆ្នាំ២០២៥



Virtual Global Game Jam

ស្តុកទិន្នន័យ ដើម្បីចុះឈ្មោះ

 youtube.com/moevscambodia



Hunsen Roluos Secondary School Mentor: Keo Bunly

ACHIEVEMENTS - PROGRAMMATIC (Nov 2024 - Jun 2025)



STEAM curriculum official institutionalization and integration into the state of Sao Paulo high school curriculum

Planned replications in Rio de Janeiro, Amazonas.

Game Jam planned with Heliopolis (favela community) MoU to be signed with State Education Department by July



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MORE REACH AND ACCESSIBILITY

ACHIEVEMENTS - PROGRAMMATIC (Nov 2024 - Jun 2025)



Secretariat

New module on Generative AI
integrated the GCC online course;

Online course nearly launched

Virtual Global Game Jam
to be held in August-Sept



Goal

reached in **12 countries**

Goal

300K + 3 new countries



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MORE PARTNERS

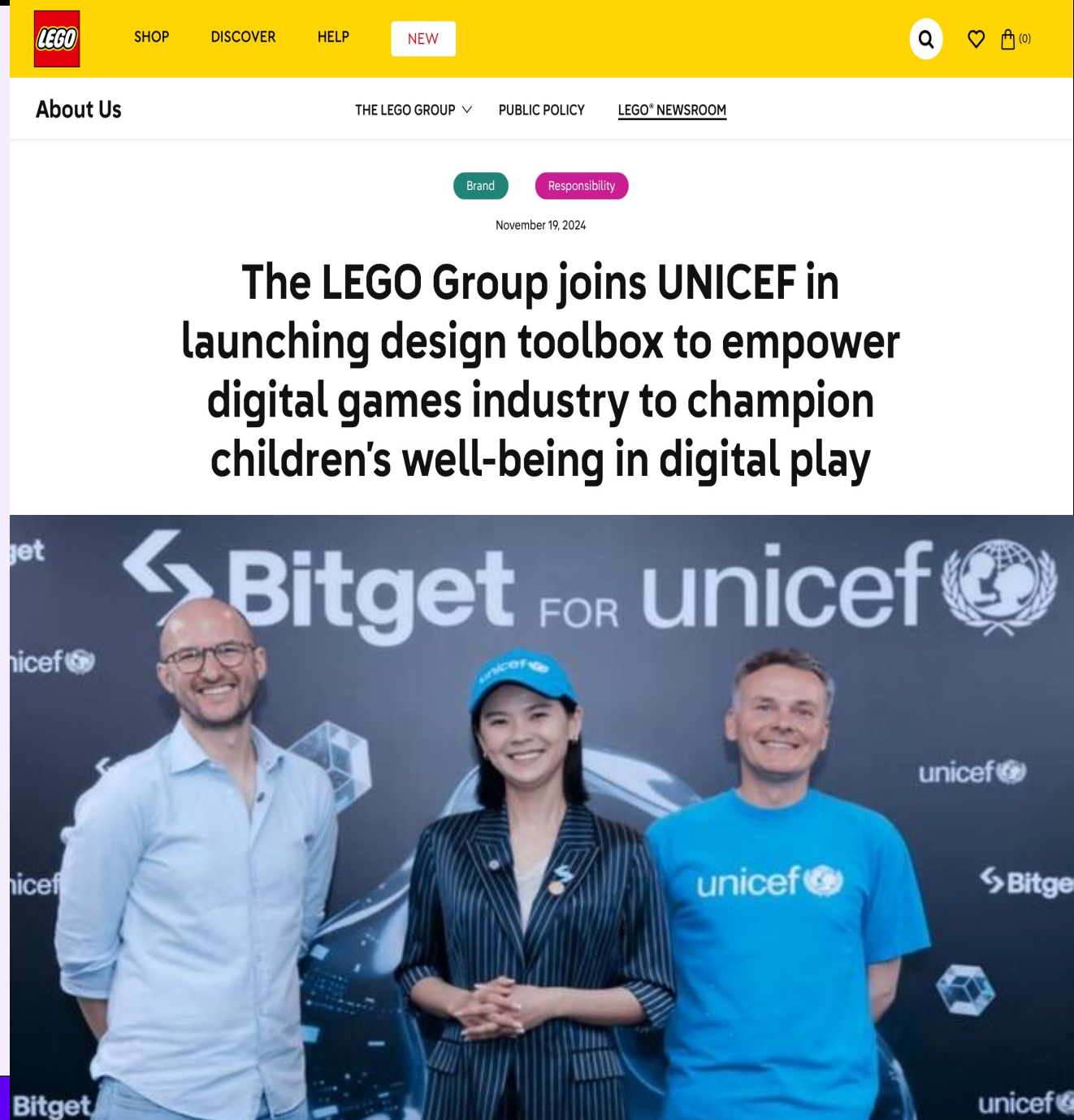
Partnership

Multimillion dollars partnerships

BitGet multiyear grant

Micron Foundation initial grant

LEGO RITEC interim grant



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MORE EVENTS

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WE CAN ACHIEVE MANY GREAT THINGS TOGETHER!

WHAT WOULD YOU LIKE TO SEE HAPPENING
IN A FUTURE PARTNERSHIP?

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Thank you!
Any Questions?

